Dear Colleagues

Over 900 abstracts have been accepted and over 250 panels scheduled for the Biennial Conference of the Asian Studies Association of Australia, to be held at the University of Sydney from 3-5 July 2018.

We are delighted to advise you that your submission has been accepted as part of the following panel:

**Panel Title: Food Systems: In and Out of Asia**

**Chair: Dr Graeme Macrae**

Email: g.s.macrae@massey.ac.nz

**Paper 1: Ethnographic Approaches to Rice Security in Indonesia, Dr Graeme Macrae and Professor Thomas Reuter**

Email: G.S.Macrae@massey.ac.nz

**Paper 2: Food security via a Flex Crop? Volatile Star Anise Commodity Chains in Upland Northern Vietnam, Professor Sarah Turner and Professor Thomas Reuter**

Email: sarah.turner@mcgill.ca

**Paper 3: The Challenges of Small-scale Agribusiness Chains System in Bali in Facing Dynamic Institutional and Modern Consumers, Professor Made S.Utama**

Email: supartha_utama@unud.ac.id

**Paper 4: Village India’s Unresolved Water Crisis: Lessons from Food Security under the Incas, c.1200-1400, Professor Marika Vicziany and Mr Jaideep Hardikar**

Email: marika.vicziany@monash.edu

Please note that at least three speakers from each panel must register by the deadline (5 March) in order to maintain the panel’s slot on the program.

I encourage all of you to register by the early bird deadline (31 January) to take advantage of the early bird rates. **Note that you must be a ASAA member in good financial standing to be eligible for member rates.** Please ensure that your membership is current, and that you have your ASAA number to hand before registering.
Please note that it is your responsibility to arrange a visa if required. If you need a visa letter, please ensure that you tick the relevant box.

A provisional program and a matrix with proposed panels can be found here. We have done our best to minimise clashes given the large number of panels. Be aware that there may be some rescheduling when we rejig the panel schedule after registration closes. Due to the size of the conference we are not be in a position to accommodate individual requests.

Thanks again for supporting ASAA 2018, and we look forward to welcoming you in Sydney!

Best wishes
Michele

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Area Studies and Beyond

22nd Biennial Conference of the Asia Studies Association of Australia (ASAA)

3 - 5 July 2018
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Christina Twomey
Reconcentration and the Camp System: The Legacies of the Philippine-American War
During the Philippine-American war (1899-1902), the US Army issued a series of ‘reconcentration’ orders designed to strangle support for guerrilla forces opposed to US colonial rule. Although not called ‘camps’, the zones thus created effectively operated as such. Despite the contemporary controversy over these tactics, the American reconcentration policy in the Philippines is the least studied aspect of that war. This paper suggests that reconcentration extended beyond the formal period of the Philippine-American war and was incorporated into the administration of the islands through local legislation. Further, during cholera epidemics in the early 20th century, the US authorities burnt down entire villages and reconcentrated the population in camps. Rather than being a temporary measure utilised during a period of martial law, reconcentration was thereafter built into the governance structure of the Philippines. The paper argues that histories of the camp system must take account of the implementation of reconcentration policies.

Thursday 5 July, 13:30 - 14:50 Room: 2060

Chalida Uabumrungj
Accidental History: the movie collection of Tavisak Viryasiri
For most people, home movies are taken for granted. Whilst they provide insight into the mundane activities of particular families, such as weddings, funerals, birthday celebrations and holiday trips, their historical relevance is rarely considered. In this presentation I discuss the historical dimensions of a usually overlooked archive of home and news movies shot by the Thai businessman and film news reporter Tavisak Viryasiri. In the 1950s and 60s, Tavisak shot 8mm news stories on a wide range of topical stories for current affairs programs on the American television channel CBS. While waiting to record these important events he also took the opportunity to shoot footage of interesting aspects of everyday life in Thailand. Tavisak’s archive provides a unique insight into the history of this period.

Tuesday 3 July, 10:40 - 12:00 Room: 2040

I Made Utama
The Challenges of Small-scale Agribusiness Chains System in Bali
The small-scale agricultural system on the island of Bali has been challenged by the yearly increase in the number of incoming international and domestic tourists. The institutional consumers such as hotels, restaurants and catering services, as well as modern local consumers, are developing values that are difficult to be fulfilled by the existing small-scale traditional agribusiness chains system. Moreover, the changes in lifestyle, the increase of living costs and land prices as a result of tourism have generated an inefficiency and ineffectiveness within the agribusiness chain system. A significant number of small-scale family farmers have shifted their work to non-agricultural sectors, and furthermore, there is a substantial increase in changed land use from agriculture to non-agricultural purposes. In the future, local-modern and institutional consumers are expected to be dependent on foods that come from outside of Bali if there are no significant efforts taken.

Thursday 5 July, 13:30 - 14:50 Room: 3270

Lara Vanderstaay
Subverting the ‘Good Wife and Wise Mother’: The Roles and Public Persona of Xu Jinglei
This paper will examine how director, actor, scriptwriter and popular blogger Xu Jinglei has, in her film roles, both in front of and behind the camera, as well as in her public persona, provided Chinese society with multiple examples of women who defy traditional stereotypes of Chinese womanhood. These stereotypes include the concept of the ‘good wife and wise mother’ which continues to pervade contemporary Chinese views of women. This paper will undertake a comparative analysis of the roles of Xu Jinglei’s characters in her films, her roles as director and scriptwriter, and her personal life. This study follows the work of Edwards and Jeffreys (2010) who argued that the cult of celebrity is significant in contemporary China, yet conversely has rarely received scholarly analysis.

Wednesday 4 July, 13:30 - 14:50 Room: 2170
The Challenges of Small-scale Agribusiness Chains System in Bali:
The case of vegetable production in Bedugul

I Made Supartha Utama

Udayana Community Development Program (UCDP)
Udayana University
Outlines

• About Bali
• The influences of tourism on agriculture
• Current agribusiness chains system
• Efforts in development and improvement
• Conclusion
Agriculture land 354,406 hectares; consists of 80,542 hectares paddy wet land and 273,864 hectares non-paddy land (BPS Bali, 2015)

Total area of Bali is 5,637 km² or 0.29% of total area of Indonesia.
TOURISM AND AGRICULTURE
### TOURISM

#### DEVELOPMENT BY UP TO 2016
- Tourists: 12.8 mln (foreigner: 4.9 mln, domestic: 7.9 mln)
- 323 Star Hotels; 1798 Non-stars hotels
- 2223 restaurants

#### CONSEQUENCES
- Need more land for infrastructures and facilities
- Dramatically increase of land price
- Need more labor
- Need more food and water

#### SIGNIFICANT CHANGES:
- Conversion of agriculture land increases (3,617 Ha/year during 2003-2013)
- Change in Life styles - Consumer habits
- Cost of living increases

### AGRICULTURE – BEDUGUL BALI

#### OPPORTUNITIES:
- Increase market demands
- More alternative markets and value crops
- Encourage farmers more productive

#### SIGNIFICANT CHANGES:
- Many varieties of cultivated crops
- **Hybrid** crops dominated
- More than one species in one family farms

#### PROBLEMS:
- Intensive use of agrochemicals
- Loss of Local varieties
- Inefficient and ineffective agribusiness supply chains
- Less value oriented
## Dilemma of the Agribusiness System, Consumer’s Demand and Gov. Regulation

<table>
<thead>
<tr>
<th>Agribusiness System</th>
<th>Consumer’s Trend</th>
<th>Global Trends and Gov. Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Local Consumers</td>
<td>Institutional Consumers / Tourists</td>
</tr>
<tr>
<td></td>
<td>More educated urban consumers</td>
<td>Knowledgeable</td>
</tr>
<tr>
<td></td>
<td>• Intrinsic quality dominant • Low price – high quality • Convenient market</td>
<td>• Safe and healthy food</td>
</tr>
<tr>
<td></td>
<td>Less educated consumers</td>
<td>• Needs for food safety and quality management system ... traceable .... Int. Certification</td>
</tr>
<tr>
<td></td>
<td>• Buying decision price dominant</td>
<td>• Concern on biodiversity and environment</td>
</tr>
<tr>
<td>• Small scale actors</td>
<td>• Production problems</td>
<td>• RI Laws No. 13 – 2010 about Horticulture</td>
</tr>
<tr>
<td>• Long distribution chains</td>
<td>• Less value oriented – short term transaction</td>
<td></td>
</tr>
</tbody>
</table>
Quality consideration and market sophistication of different types of end markets for fresh vegetables and herbs in Bali.

Intrinsic and extrinsic quality factors dominant

Modern markets, International Hotels, restaurants and international catering services

Affordability and price dominant

Intrinsic quality Characteristics dominant

Developing in some international hotels and restaurants

Traditional Markets
Current Agri-Business System: The case of cultivated vegetables in Bedugul area

- Farmers are mostly small scale, own 0.3-0.5 Ha land per family farmer.
- 75% of production to traditional markets and 25% to value markets
- Less of value orientation
## Value Chain Orientation

Collins (2009)

<table>
<thead>
<tr>
<th>No</th>
<th>Evaluative criterion</th>
<th>Least value orientation</th>
<th>Characteristics of chain activities</th>
<th>Greatest value orientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Balance between price and value</td>
<td>Always price</td>
<td>Usually price</td>
<td>Usually value</td>
</tr>
<tr>
<td>2</td>
<td>Amount and type of information shared</td>
<td>No significant information shared</td>
<td>Little information shared</td>
<td>Some information shared</td>
</tr>
<tr>
<td>3</td>
<td>Time orientation</td>
<td>Short term, transaction to transaction</td>
<td>Short term, periodic</td>
<td>Short to medium term</td>
</tr>
<tr>
<td>4</td>
<td>The nature of relationships</td>
<td>Adversarial</td>
<td>Occasionally cooperative</td>
<td>Mostly cooperative</td>
</tr>
<tr>
<td>5</td>
<td>Interactions between chain members</td>
<td>Transaction based</td>
<td>Mostly transaction based</td>
<td>More relationship based</td>
</tr>
<tr>
<td>6</td>
<td>Dependence in the chain</td>
<td>Independence</td>
<td>Occasionally relies on others</td>
<td>Usually relies on others</td>
</tr>
<tr>
<td>7</td>
<td>Power in the chain</td>
<td>The individual has the power</td>
<td>The individual has the power</td>
<td>Some recognition of the consumer</td>
</tr>
<tr>
<td>8</td>
<td>Orientation of chain members</td>
<td>Always self maximizing</td>
<td>Self first, chain second</td>
<td>Chain first, self second</td>
</tr>
</tbody>
</table>
Value Orientation on the Agribusiness System

A

CITY TRADITIONAL MARKETS

RESTAURANTS HOTELS SUPER/HYPER MARKETS

CITY COLLECTORS

LOCAL COLLECTORS

PRODUCERS/FARMERS

B

SUB-DISTRIC WHOLESALE MARKET

LOCAL TRADITIONAL MARKETS

PRODUCERS/FARMERS

C

LESS VALUE ORIENTATION

SUB-DISTRIC WHOLESALE MARKET

LOCAL COLLECTORS

LOCAL TRADITIONAL MARKETS

PRODUCERS/FARMERS
• Productions still use man-made industrial pesticides and fertilizers
• Value creations still need to be developed to make more efficient, effective, and environmental-friendly manners.
• Lack of facilitation by the government and related institutions with value creations in value chain approaches
Characteristics of distribution channels of Vegetables from Bedugul

<table>
<thead>
<tr>
<th>Channel</th>
<th>Loss</th>
<th>Total Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5-10%</td>
<td>10 - 20 %</td>
</tr>
<tr>
<td>2</td>
<td>5-10%</td>
<td>15 - 32 %</td>
</tr>
<tr>
<td>3</td>
<td>5-10%</td>
<td>23 - 42 %</td>
</tr>
<tr>
<td>4</td>
<td>5-10%</td>
<td>17.5 - 25 %</td>
</tr>
<tr>
<td>5</td>
<td>5-10%</td>
<td>9.5 - 18 %</td>
</tr>
</tbody>
</table>

- Channels 1-3 are less value oriented
- Channels 4-5 more value oriented

Utama and Kitinoja (2015)
Efforts in Development and Improvement

• A system approach in creating values by establishing integrated value chain systems inclusive for small-scale holders.

• The growing concerns of the consumers related to food safety, eco-friendly production and the loss of biodiversity have to take as important considerations.

• Establishing farmers or community seed banks to safe local varieties.
A Concept
Value Chains System Inclusive for Small Scale Farmers

Efficient & Effective Value Creation (EEVC) = WtP / CVC

I Made Supartha Utama
Food Quality and Safety Assurance in A Value Chain System as an Important Part of Value Activities.
## Efforts in reducing the use of agro-chemicals

<table>
<thead>
<tr>
<th>Trial on Cabbage</th>
<th>Diseases and pests management of cabbage using <em>trichoderma</em> sp. and <em>bacillus thuringiensis</em></th>
<th>Trial location at Titi Galar and Pancasari Villages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trial on Tomato</td>
<td>The Effectiveness of <em>Trichoderma</em>, Seed Bed Screen and Grafting Technique for seedling production on the control of Root Diseases Attacking the Tomato Crops grown on the Composted and Non-composted Lands</td>
<td>Trial location at Titi Galar Village</td>
</tr>
<tr>
<td>Trial on Chili</td>
<td>The Effectiveness of the application of <em>Trichoderma</em> in the preparation of Seedlings and the growth of Chili Crops on the Composted and Non-composted Lands</td>
<td>Trial location at Candikuning Village</td>
</tr>
<tr>
<td></td>
<td>The effectiveness of <em>Trichoderma</em> in Controlling the <em>Fusarium</em> Wilt Disease on Chili Crops in the Green House</td>
<td>Location of Trial at Pancasari Village</td>
</tr>
<tr>
<td>Year</td>
<td>Description</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>2011-2012</td>
<td>The Effects of pre-cooling and storage methods on the weight loss and quality of lettuce</td>
<td></td>
</tr>
<tr>
<td>2011-2012</td>
<td>Modified atmosphere packaging using perforated plastic film to prolong shelf life of disinfected chili fruits</td>
<td></td>
</tr>
<tr>
<td>2011-2012</td>
<td>Effect of washing in chlorinated water and individual seal packaging using wrapping plastic film on the weight loss and quality of cabbage during storage</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>The Effects of Vegetable Oil Emulsion as Coating Materials for Tomato Fruits on Quality and Storage Life</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>Integration of Postharvest Technology in a Value Chain System</td>
<td></td>
</tr>
</tbody>
</table>
Conclusion

• Tourism has given impact on the agriculture sector
• The current agribusiness chain systems are mostly still less value oriented.
• The agribusiness chains have to be develop in a value chain system approach
• The efforts that have been doing in the value chain partnership program involving small scale farmers, intermediaries and market have appreciated by all the chains.
THANK YOU